



RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH

"I am grateful for all you have done for me and my health. Before I began this course, my diabetes was really bad, and I was really depressed, disillusioned, and sad. With this program, I learned to be more conscientious. I feel different, better."

—REACH project participant

REACHing Latinos in Lawrence, Massachusetts

Who We Are

The Greater Lawrence Family Health Center coordinates the REACH 2010 Latino Health Project.

- This project works to eliminate health disparities among Latinos living in Lawrence, Massachusetts, who have diabetes and associated heart disease.
- Lawrence is the poorest city in Massachusetts. About 68.7% of its population is Latino, primarily from the Dominican Republic and Puerto Rico.

The Problem

- The prevalence of diabetes among Puerto Rican and Dominican adults in Lawrence is 11.8%, nearly twice the rate among whites in Massachusetts.
- Diabetes prevalence is 7.4% among Latinos statewide, compared with only 6.4% among non-Hispanic whites.
- One in three children born in 2000 in the United States will develop diabetes. The incidence among Hispanic females born in 2000 is closer to 1 in 2.

The Solution

- The REACH 2010 Latino Health Project works to raise people's awareness about diabetes, teach them how to eat a healthy diet and be more physically active, and help them to understand that diabetes can be prevented and controlled.
- The project provides information on how to prevent and manage diabetes that reflects the local culture.
- The project also provides outreach activities through a local health education center, works with community groups, partners with local health care providers, and promotes health messages through a media campaign.

Racial and Ethnic Approaches to Community Health (REACH) is a community-based public health program funded by CDC to eliminate racial and ethnic health disparities.

www.cdc.gov/reach

Our Achievements

- More than 10,000 Latinos in Lawrence who had little access to information about diabetes or heart disease before now know where to go for help.
- In 2006, blood sugar levels improved from an average of 8.21 to 7.67 among participants in Winning with Diabetes, a 10-week educational program at the Lawrence Senior Center.
- Also in 2006, the percentage of participants with total cholesterol levels <200 mg/dL increased from 75% to 80%.
- The percentage of Latinos receiving services at the Greater Lawrence Family Health Center (GLFHC) who had their blood sugar level measured at least twice a year as recommended increased from 50.6% in 2002 to 61.6% in 2006 after the center took specific steps to improve the health of its Latino clients with diabetes.
- The percentage of Latinos receiving services at the GLFHC who reached their blood sugar goal (A1C level <7) increased from 20.7% in 2002 to 43.4% in 2006.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION





Mobilizing Community Resources

Greater Lawrence Family Health Center; Lawrence Council on Aging; Home Health VNA; Merrimack Valley Nutrition Project; Lawrence General Hospital; Greater Lawrence YWCA; more than 30 other community groups.

Our Achievements, cont.

- The percentage of Latinos receiving services at the GLFHC who had an annual flu shot increased from 44.2% in 2005 to 55% in 2006.
- The Diabetes Self Management Education program at the GLFHC received the American Diabetes Association's Education Recognition award.
- A wellness group that began with one physician teaching 25 groups has expanded to include several physicians.

Our Future

We plan to expand a community-based intervention called Alcanzando el Bienestar/REACHing for Wellness that is designed to reflect the culture and traditions of Latino adults and youth in Lawrence. We will continue to improve health care for Latinos with diabetes. We also will continue to publish our research findings to improve the quality of information available to patients, researchers, and health care professionals dealing with the burden of diabetes.

Getting the Word Out Locally

- "La Coalición Contra la Diabetes de Lawrence Celebra su 3rd Feria Anual 'Fiesta de Salud,'" *RUMBO*, April 22, 2006.
- "La Feria de Salud Latina," *RUMBO*, April 15, 2004.
- Regular appearances on *Para tu Salud*, a program produced by the Greater Lawrence Family Health Center on Lawrence Community Access Television (LCAT).
- Ad campaign promoting awareness of type 2 diabetes and public service announcements on area radio stations WCCM, WCEC, and WEZE.
- "Who's at Risk for Diabetes?" ad campaign on Univision-Noticiero TV.

Generating New and Exciting Science

- "Changing Lives of Latinos Who Have Diabetes: Three Case Studies." Presented at the Office of Minority Health National Leadership Summit on Eliminating Racial and Ethnic Disparities in Health, Washington, DC, January 9, 2006.

- "Integrating Health Education and Health Promotion to Reduce Health Disparities Related to Diabetes in a Latino Population." Presented at the 23rd National Conference on Health Promotion and Education, Minneapolis, Minnesota, May 25, 2005.
- "Practice-Based Interventions to Improve Health Care for Latinos With Diabetes." *Ethnicity & Disease* 2004;14(3, suppl 1):117-121.

Keys to Lasting Change in the Latino Community

The keys to lasting change in the Latino community are education, social support, and community collaboration. The REACH 2010 Latino Health Project aims to use the relationships that already exist among Latino populations and community groups in Lawrence to promote community wellness. These relationships can provide the foundation to create the health care support needed to improve health outcomes and to encourage more people to use diabetes prevention services.

REACH FOR MORE INFORMATION



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